



Intellectual Observers

Highway Puncturewala

INTELLUCTUAL OBSERVERS

VISUAL COMMUNICATION SPECIAL PROJECT
VCSPL-150

BY

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GUIDE

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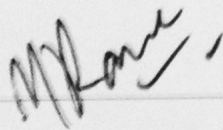


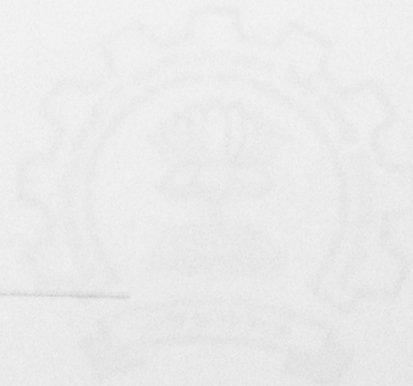
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Approval Sheet

The project titled 'Intellectual Observers' by Abhey Singh & Jaikishan Patel, is approved for partial fulfillment of the requirement for the degree of 'Masters of Design' in Visual Communication Design.

Guide



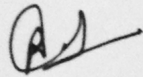


Declaration

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/ data/ fact/ source in my submission.

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Abstract

The world is changing and with it its needs and the ways to fulfill them. Jugaad- the concept of using traditional knowledge, combining it with good instincts and common sense is fast catching. There are numerous products like mitticool~ a 30\$ fridge which are being designed daily by common people. These products are not only easy to produce but are cost-effective at the same time. This phenomenon has brought the process of design more close to the common man.

While a large number of these products have been uncovered in industrial design, very less is done to observe and execute this type of approach in Communication design. Through this project we want to put light on one such example of design by common people in the field of Communication design- the system of painting road signs on the highway by mechanics to guide people whose vehicles break down or get punctured. While visual appearance seems to be the most important ingredient of a communication design deliverable when it is taught at design schools through such examples we realize that aesthetics can be subjective in relation to the creator and viewer.

Introduction

Design is a popular word these days with a lot of firms using it to fulfil the need of their users. The best example would be the rise of APPLE Inc. With everybody trying to use 'Design' to produce products which are relevant as well as profitable, there is a completely different phenomenon on rise in the developing economies which can completely redefine the concept of 'Design'. In India it is known as 'Jugaad'. A lot of innovations are coming forward which has utilized the principle of 'Jugaad' in recent times. Be it the low-cost fridge- Mitticool or bicycle which uses potholes to power up, in every field common people are innovating products without following the traditional design process.

Through this project we tried to analyze one such work in the field of communication design. Such observations and innovations have a lot of potential to solve effectively mainstream problems if utilized properly.

“For decades, the trajectory of innovation has reflected the priorities of the developed world: focusing more on desires of the rich, and directing ecosystems of talent and capital to satisfy them. India cannot follow that path. Our innovation must instead focus on the poor, and their most essential wants.”

~Jugaad Innovation

Literature study

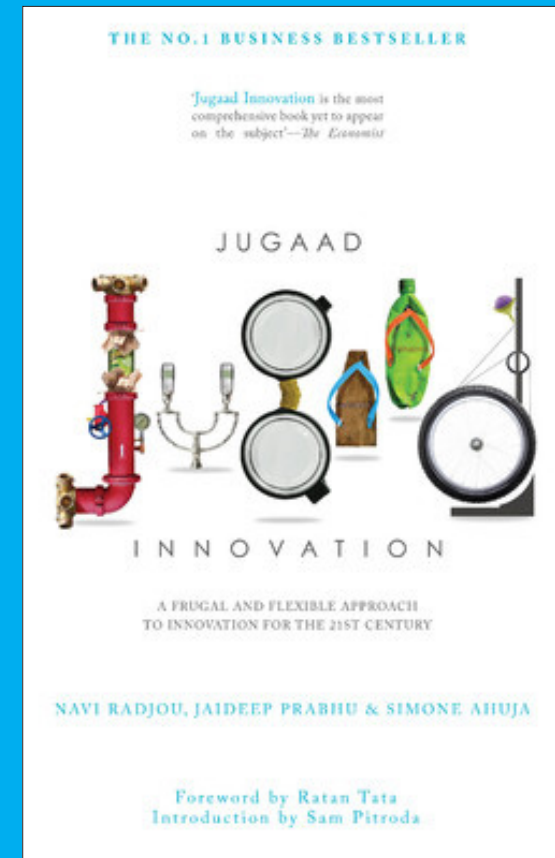
Book

Jugaad Innovation

Jugaad innovation

According to the book Jugaad innovation there are six principles for jugaad innovation

1. Seek opportunity in adversity
2. Do more with less
3. Think and act flexibly
4. Keep it simple
5. Include the margin
6. Follow your heart



Resilience,
perseverance
and willingness
to learn.

Principle 1: Seek opportunity in adversity

A harsh environment nurtures resilience

India and most of other developing economies are not business friendly. It requires 165 days in India to start a business. 227 days are required to construct a simple warehouse. In addition to all these, there are 47 national and 157 state laws related to labor which makes hiring people very difficult. Poor infrastructure and investment problems add to the hurdles of starting a business in India.



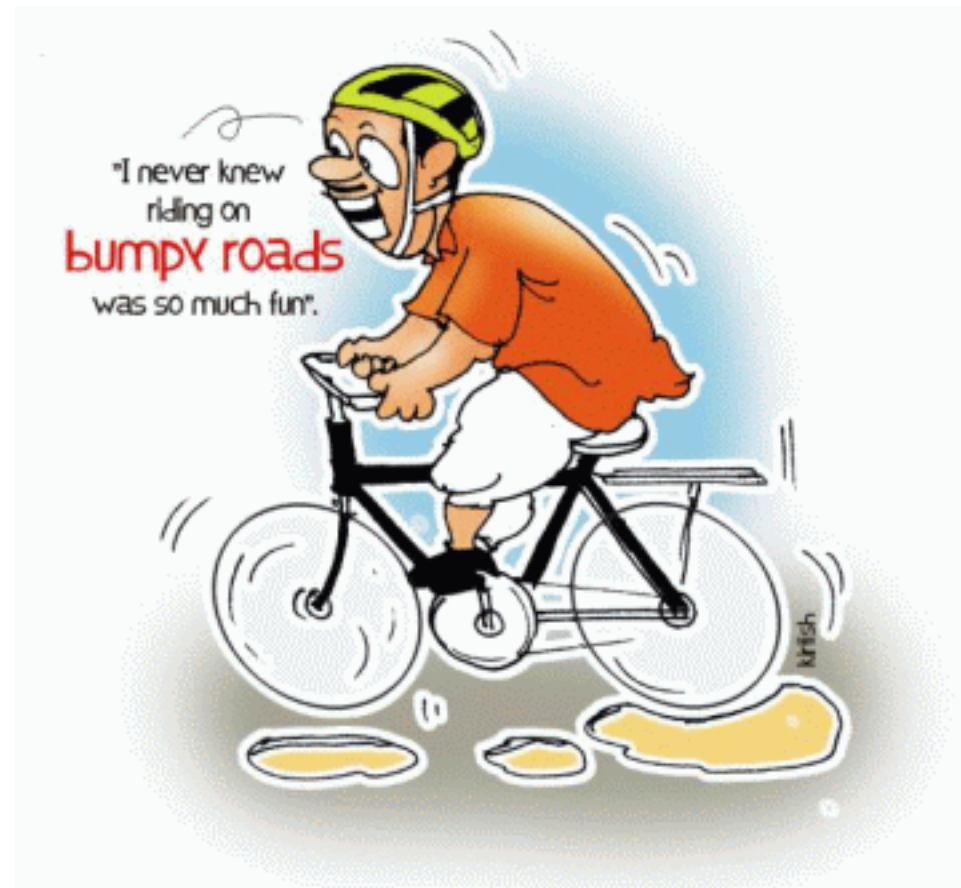
People who adopt the jugaad methodology use these constraints as a challenge. These reframe or change their perspective from where these problems work for their advantage.

O.P. Bhatt is one of those who used the adverse conditions to his advantage. In 2006 he was appointed as the chairman of SBI, India's largest bank with 2 lakh employees and 20,000 branches across India. He wanted to use such a massive workforce to its full potential. Hiring or firing people was not an option as it is a government organization and the rules makes it almost impossible to hire or fire people. These challenges, although significant did not faze Bhatt. He started a in house training program- Parivartan. Through this he instilled a new sense of commitment in the employees. The result was for everyone to see as SBI increased its market share from 16.5% to 19% and doubling its stock price in four years.

Half empty glass as half-full

Making constraints work for you

Kanak Das lives in a small village Morigaon in Assam. He rode daily to work by his bicycle. The roads, like most of the roads were full of potholes and bumps. This not only slowed him down considerably but gave him back problems. He used these constraints constructively and retrofitted his bicycle so that every time the front wheel strikes a bump, the energy gets transferred to rear wheel through shock absorbers. Through this he used the circumstances to his advantage.



Jugaad works in adverse conditions, this makes it the perfect method to adopt in the future as the conditions are going to worsen.

1. A worsening global economy
2. An avalanche of regulations to come
3. Tectonic shifts in demographics
4. The social computing revolution
5. Accelerating scarcity of natural resources.
6. Unforgiving competition from emerging markets.

Principle 2

Do more with less

Reuse and recombine

Rather than inventing new technologies or discovering new resources jugaad entrepreneurs use existing technologies and resources. They combine them to produce valuable products.

They remain asset-light

Jugaad entrepreneurs don't wait to create assets, instead they leverage the capital assets of others to start or grow their business.

They leverage existing networks for distribution

To solve the 'last mile' problem- most of the jugaad entrepreneurs use existing distribution systems to efficiently deliver their products to the customers.



In Kenya only 10 percent population has access to banking services. Yet mobile penetration is over 50 percent. Seeing this, Safaricom, a telecom operator launched a service called M-PESA in 2007. M-PESA is an SMS-based system that enables people to send, save, and transfer money using their cellphones at a fraction of the cost of money transfer services like Western Union. As of this writing, over 1.4 crores Kenyans-or 68 percent of the country's adult population-have subscribed to M-PESA. ¹

Principle 3

Think and act flexibly

Just like traffic on Indian roads, which is unorderedly, unpredictable and requires flexible decisions, economic environment in emerging markets is diverse, volatile and unpredictable. To operate a business in such conditions you need to think and act flexibly.

1. Jugaad innovators think the unthinkable.
2. Jugaad innovators don't plan- they improvise
3. Jugaad innovators experiment with multiple ways to reach a goal.
4. Jugaad innovators act with speed and agility

Dr. V Mohan is a renowned diabetes expert and owns Dr. Mohan's Diabetes Specialities Center in Chennai. He operates a mobile tele-medicine clinic in some of the remotest villages of Tamilnadu. Through this he diagnose and treat patients from rural areas while sitting in his office.

'Why should patients come to a doctor when it could be the other way around?' Dr Mohan explains."I asked myself: What if I can come up with a service that allows physicians to remotely consult patients without either group having to travel?'

In the process of execution he improvised new solutions to the problems he faced. Like, using young trained people from rural areas instead of city doctors and technicians who are expensive and hard to retain. He convinced young people to volunteer for doing simple follow-up care for his diabetes patients. To make them feel proud he gave them crisp white uniforms and a formal recognition- 'Dr Mohan's Diabetes Ambassador'. To communicate he partnered with Indian Space Research Organisation (ISRO) to get free satellite communications.



Principle 4

Keep it simple

Practical benefits of simplicity

- They are cheaper to make and therefore affordable
- They are easier to install and maintain
- They can satisfy a wider audience.

Nokia, a renowned telecom company used ethnographers to study migrant workers in Indian slums, the shanty towns of Ghana, and the favelas of Brazil to figure out how technology could make their lives easier. They were humbled to discover that regular cellphones were too expensive, flashy, and complex for slum dwellers to buy and use and that the devices couldn't withstand the dusty, no-electricity environment where these people worked and lived.

The result was the Nokia 1100, a rugged cellphone with a minimalist design that allows calling and texting, withstands dust, and can be charged within a few minutes. When Nokia's researchers noticed that many of these customers use their cellphone's bright screen as a light source, they included a flashlight in the 1100 design.

The Nokia 1100 was launched in 2003 and became an immediate hit: selling 25 crores units around the world, making it the best-selling cellphone ever.



Principle 5

Include the margin

Emerging markets are full of jugaad innovators who are successfully including marginal segments of their society, both as consumers and as employees. These innovators are showing how including the margin not only enables greater social good but also makes great business sense: it is profitable and drives innovation.

Various factors which explains why it is a good move to include the marginal segments.

1. Market estimated around \$1.36 billion
2. Approaching marginal groups as whole new markets
3. Helping everyone climb up Maslow's hierarchy of needs
4. Co-creating value with customers and partners throughout the value chain
5. Scaling up personalized solutions with technology



Abhi Naha founded Zone V with the express intention of developing cellphones for exclusive use by blind and partially sighted people worldwide. Globally there are 28.4 crore blind and partially sighted people, two-thirds of whom are women. Naha is particularly determined to empower blind women through mobile technology- especially in developing nations where such women are outcasts and are excluded from educational and economic opportunities.

In 2013, Zone V will introduce three models of cellphones. The first model will be a high-end smartphone targeted at elderly people in Europe with regular eye sight-but which can also be used by blind and partially sighted people. The second will be a mid-range smartphone primarily for blind and partially sighted people in urban areas of emerging markets. And the third will be a basic low-cost phone with valuable features for blind people who live at the bottom of the socio-economic pyramid.

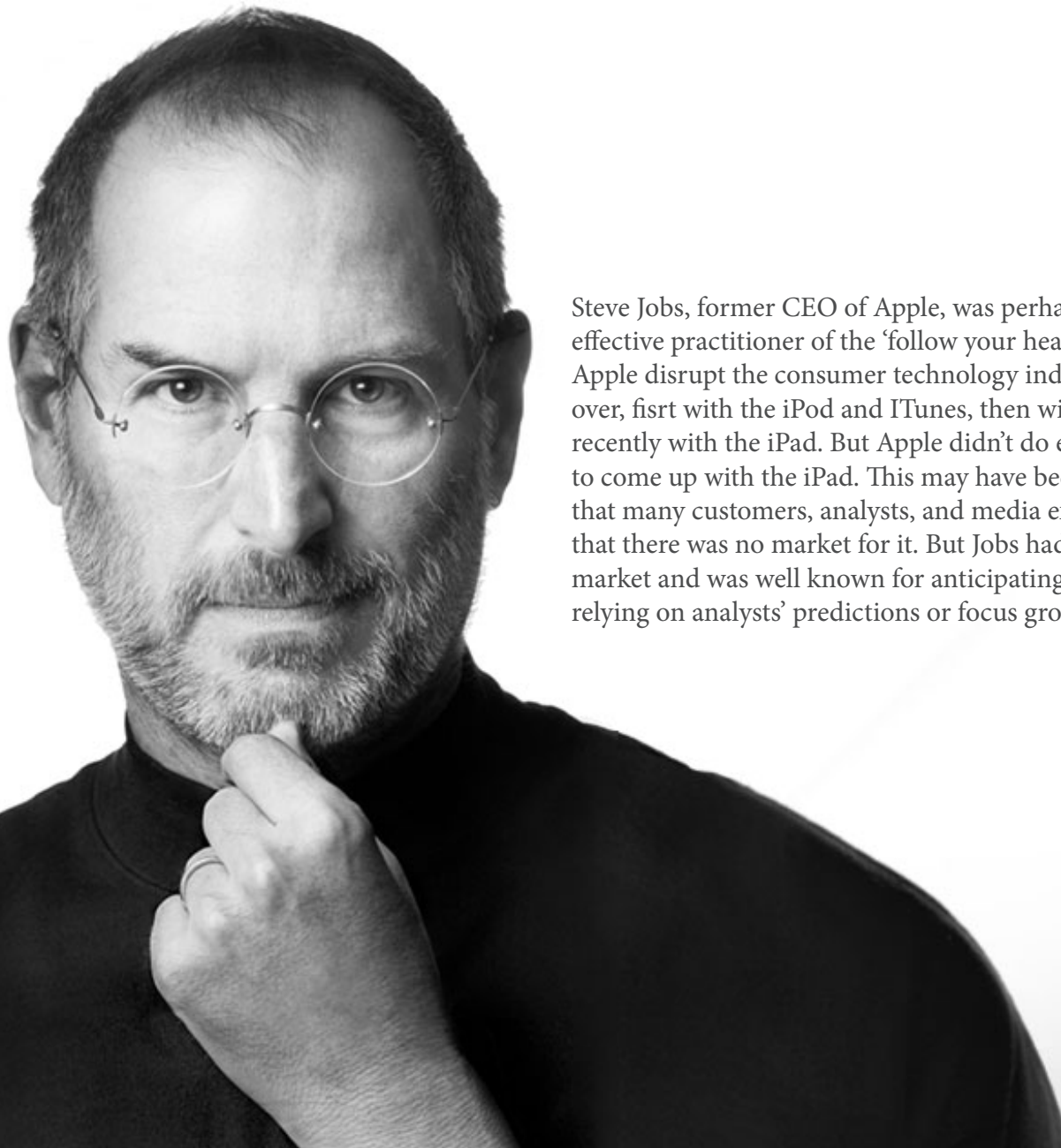
Naha estimates the global cellphone market for blind and partially sighted people as well as regular-sighted senior citizens to be more than \$1.36 billion.

Principle 6

Follow your heart

Important points regarding how jugaad entrepreneurs use this principle

- Your heart knows what your mind doesn't
- The gutsy art of acting on what feels right.
- Keeping the fire alive
- The world is too complex for the mind alone to grasp



Steve Jobs, former CEO of Apple, was perhaps the world's most effective practitioner of the 'follow your heart' principle. Jobs helped Apple disrupt the consumer technology industry several times over, first with the iPod and iTunes, then with the iPhone and most recently with the iPad. But Apple didn't do extensive market surveys to come up with the iPad. This may have been just as well, given that many customers, analysts, and media experts were convinced that there was no market for it. But Jobs had a knack for reading the market and was well known for anticipating customer needs without relying on analysts' predictions or focus groups.

Highway Puncturewala

The story of how a person's jugaad innovation or on-the spot thinking is saving from a lot of hassles and is proving a good source of income for the mechanics.









On the Eastern express highway

In the suburbs of Mumbai lie Eastern Express highway, a 23.5 Km road connecting Chhatrapati Shivaji Terminus to the Metropolitan area of Thane. It is one of the busiest and most important roads in the Mumbai Metropolitan region.



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Graffiti ???

On the expressway you see a phone number written at various intervals. At first it looks like a graffiti art but on a closer look you notice that it is not a graffiti. It is a helpline calling system developed by local mechanics around the highway.





K.G.N
TYER SERVICE
टायर साव
2244755



The one who started it

Javed is a mechanic living in Vikhroli. He noticed that it is very difficult for people if their vehicle get punctured on the highway. The eastern express highway lies in a secluded place so there are no puncture shops nearby. If your vehicle gets punctured or need repairing you have to take the tyre to the nearest shop which might be around 5Kms away. Javed noticed this and he started to write his phone number on the highway. Slowly the system he developed got popular and other people copied him.





Javed painting his phonenumber on the road. He doesn't have the budget to use permanent oil paints, so he uses distemper.



The evolution

To know from where the client is calling from you need to divide the road into segments. Javed used numbers to divide it into various segments. When more than one person started painting their phone numbers they had to use a different system, so you can see alphabets or a combination of both on the road.





Providing services on the go

The new developed system is good both for the mechanics and the highway-users. Javed has now developed a kit with which he fixes the vehicle on-the-spot. He charges around 120 for the same, which is more than the usual but it saves people from a lot of hassle.





